

**WIRELESS RETAIL PURCHASING SYSTEM USING
A MOBILE COMPUTING DEVICE**

5 **Abstract of the Disclosure**

 A method and system enables consumers to wirelessly and electronically
identify retail purchases and wirelessly transact those purchases. The method
includes use of a mobile computing device to wirelessly, electronically obtain a
menu of items for sale from a retail unit, select items from the menu, and send a
10 request from the mobile computing device to the retail unit to purchase the
selected items. The method optionally includes electronically sending payment
for the requested purchase to the retail unit.